

mom? Are you a mother already? Quit smoking", and showing a crib with a stubbed out cigarette inside (fig 1). During the pre-testing of the campaign women indicated that they were shocked by this image, but that it also made them want to know more about the subject. They also said that considering the subject and the importance for their children, any message ought to be shocking so that women would take notice.

The campaign consisted of posters that were made for the waiting rooms of GPs, pharmacies, and infant health offices. Freecards were distributed through the hospitality industry and radio spots were aired on networks popular with women in the target age group. Several television programmes discussed the subject of smoking and pregnancy.

In order to get media attention the campaign had a rather spectacular start. Body painters were asked to let themselves be inspired by the subject and make paintings on huge pregnant bellies (see cover). Seven pregnant women were turned into live artworks which received widespread media coverage.

In the Netherlands, women who intend to become pregnant take two actions: they stop using contraceptives and start taking folic acid. The Dutch Cancer Society and DEFACTO for a smokefree future set as their objective a third goal for women: to quit smoking.

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Authors' affiliations

T J J Prins, DEFACTO for a smokefree future, The Hague, The Netherlands

Cora Honing, Dutch Cancer Society, Amsterdam, The Netherlands

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AD WATCH.....

Reminding smokers to quit

These photographs, taken in Melbourne, Australia, show two different techniques for reminding smokers to quit.

Contributed by Quit Victoria, Australia



Figure 1 This photograph was taken at a convenience store where the sale of decorative pens for the popular Cancer Council Australia's annual fundraiser called "Daffodil Day" is placed alongside the tobacco display.

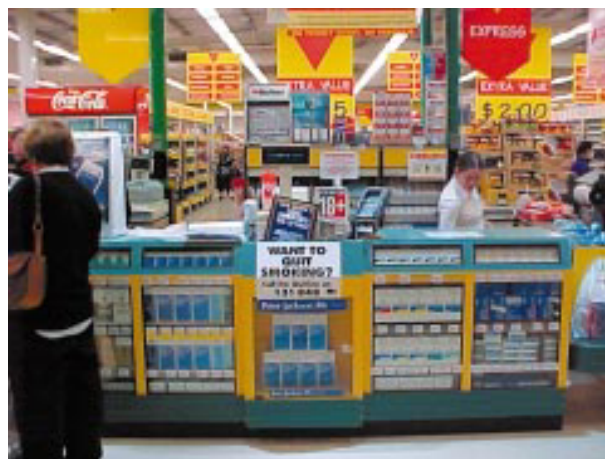


Figure 2 This photograph shows new signage required under Victorian state law at the point of sale, promoting the telephone quitline.